

Fall 2020

## Ipsos

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# Myles Johnson Presents:



# Company History

- 1975 Didier Truchot founded Ipsos in Paris, France.
- Listed on the EuroNext since July 1<sup>st</sup>, 1999
- They have acquired over 20 other communication brands in 40 years
- It is a global brand and #3 largest market research company in the world, with over 18,000 employees

# Products and Services

## Consumers & Brands

### Market Strategy & Understanding

- Innovation
- Creative Excellence
- Brand Health Tracking
- Ipsos MMA
- Retail & Consumer Intelligence
- Retail Performance
- Observer
- User Experience

## Customers and Employees

- Media Development
- Quality Measurement
- Clinic Mobility Labs
- Audience Measurement
- Employee Relationship Management
- Public Relations
- Corporate Reputation

## Doctors and Patients

- Healthcare

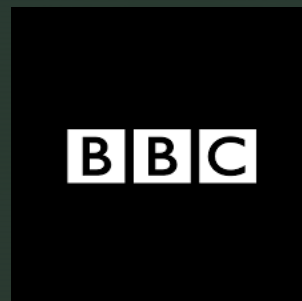
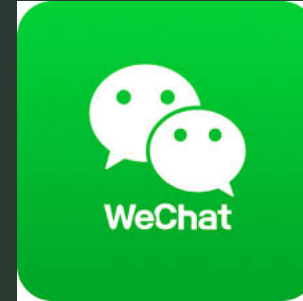
## Citizens

- Public Relations
- Corporate Reputation

## Capabilities

- Total Operations
- Corporate Reputation

# Notable Partnerships



# Financial Health of Ipsos

## PERFORMANCE BY REGION

Breakdown of consolidated revenue by region (in € millions)	Q1 2020	Q1 2019	Reported change Q1 2020 / Q1 2019	Organic growth
Europe, Middle East and Africa	188.0	185.3	1.5 %	0.5 %
Americas	167.5	155.4	7.8 %	4 %
Asia-Pacific	73.2	81.3	(9.9) %	(10.5) %
Annual revenue	428.7	422.1	1.6 %	0 %



# Philanthropy

- They are huge on saving refugees, and educating them so they can merge in with society. So they have taken the initiative to give back to the communities that they have offices in.
- The Ipsos Foundation hosts different initiatives across the world to be a socially responsible company. The employees volunteer their time and that rate has went up to 71% in 2019
- Project Save the Children

Teaching young refugees in Australia on how to speak English.

# Career Opportunities

- Entry Level Call Center Team Leader: \$22K-\$37K

This position includes more than just answering the phone, you are engaging with clients and current/new employees.

- Analytics Manager, MMA : \$50K-\$78K

Provide quality work and build relationships with executives and clients to provide the best service. With clients all across the globe, and offices in 90 different countries, it is possible to work your way up in this company.



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